

K23U 1941



Reg. No. :

Name :

II Semester B.B.A./B.B.A.(RTM) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, April 2023
(2019 Admission Onwards)

Core Course
2B02BBA/BBA(RTM) : BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark :

- 1) What is Environment Scanning ?
- 2) What do you mean by Mega Environment ?
- 3) What is meant by Industrial Climate ?
- 4) What is Corporate Culture ?
- 5) What do you mean by Environmental Search ?
- 6) What is Legal Environment ?

(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks :

- 7) What is Globalisation ?
- 8) What do you mean by Public Sector ?
- 9) What is meant by Environment Variability ?
- 10) What is Economic Policy ?
- 11) What do you mean by Constitutional Environment ?
- 12) What is meant by Liberalisation ?
- 13) What do you mean by Competitive Advantage ?
- 14) What are the constituents of Micro Environment ?

(6×2=12)

P.T.O.



PART - C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks :

- 15) Explain the features of General Environment.
- 16) Discuss the techniques of Environmental Search.
- 17) Explain the steps in Scenario Building.
- 18) Explain the routes to gain Rivalry Advantage.
- 19) What is the importance of Business Policies ?
- 20) What are the political factors affecting a Business ?

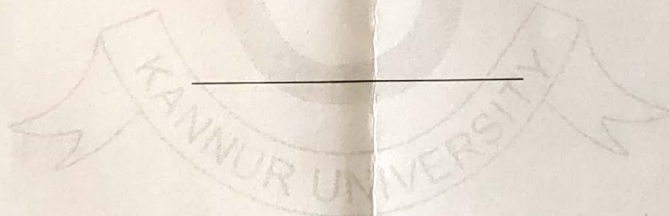
(4×3=12)

PART - D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** question carries **5** marks :

- 21) Elaborate the components of Economic Environment.
- 22) Discuss the Porter's model of competitive forces.
- 23) Explain the Globalisation impact on India and its prospects and challenges.
- 24) Discuss the limitations of Disinvestment.

(2×5=10)



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Reg. No.:

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**II Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S.-O.B.E. – Regular/
Supplementary/Improvement) Examination, April 2022
(2019 Admission Onwards)
Core Course
2B02 BBA/BBA (RTM) : BUSINESS ENVIRONMENT**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries 1 mark.

1. Define social audit.
2. What is legal environment ?
3. What is disinvestment ?
4. State any two features of Economic Policy 1991.
5. State the meaning of globalisation.
6. What are the different types of pollution ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries 2 marks.

7. Explain the steps in environment analysis.
8. State the economic role of Government.
9. What are the factors affecting social environment ?
10. Discuss the objectives of public sector.
11. State the arguments against privatisation.
12. Explain global environment of business.
13. State the meaning of ecological environment.
14. Discuss the different problems faced by MNCs.

(6×2=12)

P.T.O.

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PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Discuss constitutional environment.
16. Explain the elements of economic environment.
17. Discuss the arguments against social responsibilities of business.
18. What are the limitations of disinvestment ?
19. What are the arguments against privatisation ?
20. Discuss the essential conditions of globalisation. (4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Explain the classification of business environment.
22. Define social responsibility of business. Explain the social responsibilities of business towards various sections of the society.
23. What is privatisation ? Discuss its objectives and benefits.
24. Discuss the impact of globalisation on the economy. (2×5=10)

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Reg. No. :

Name :

**II Semester B.B.A./B.B.A.(R.T.M.) Degree (CBCSS – OBE-Reg./Sup./Imp.)
Examination, April 2021
(2019 Admission Onwards)
CORE COURSE**

2B02BBA/BBA(RTM) : Business Environment

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark :

1. What is social responsibility of business ?
2. What is economic policy ?
3. State the ways of privatisation.
4. What is disinvestment ?
5. What is public sector ?
6. State the meaning of economic environment. **(6×1=6)**

PART – B

Answer **any 6** questions. **Each** question carries **2** marks :

7. State any four arguments against social responsibility.
8. Explain political environment.
9. What is ecological environment ?
10. What are the different types of pollution ?

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11. State the elements of economic environment.
12. State the basic features of Economic Policy, 1991.
13. Discuss the limitations of disinvestment.
14. What are the objectives of privatisation ?

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Discuss the components of business environment.
16. State the social responsibilities of business towards employees.
17. What do you mean by legal environment ?
18. What are the problems of MNCs ?
19. State the demerits of globalisation.
20. Discuss the objectives of public sector.

(4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. What is environment analysis ? Explain its benefits and steps.
22. What is social environment of business ? Explain the socio-cultural environmental forces affecting business.
23. What is privatisation ? State its benefits. Also discuss its sins and pitfalls.
24. What is globalisation ? What are its causes ? State its strategies.

(2×5=10)



Reg. No. :

Name :

II Semester B.B.A./B.B.A.(RTM) Degree (CBCSS(OBE)-Regular)

Examination, April 2020

(2019 Admission)

Core Course

2B02 BBA/BBA(RTM) : BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is Social Audit ?
2. What is globalisation ?
3. What is economic system ?
4. State the meaning of privatisation.
5. What are the limitations of disinvestment ?
6. What do you mean by economic environment ? (6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. Explain constitutional environment.
8. State the interface between business and culture.
9. Discuss the merits of globalisation.
10. Explain global environment.
11. Discuss the features of Economic Policy of 1991.

P.T.O.

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12. What are the objectives of privatisation ?
13. What is disinvestment ?
14. State the arguments against privatisation.

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. State the importance of business environment.
16. Explain legal environment.
17. Discuss the economic role of Government.
18. State the relationship between ecology and business.
19. Discuss the essential conditions for globalisation.
20. State the benefits of privatisation.

(4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Explain the various types of business environment.
22. Discuss the social responsibilities of business toward various groups.
23. What is public sector ? Discuss its objectives.
24. What is MNC ? What are its problems ?

(2×5=10)

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Reg. No. :

Name :

II Semester B.B.A./B.B.A. T.T.M./B.B.A. R.T.M. Degree (CBCSS – Supple.)
Examination, April 2021
(2014 – 2018 Admission)
Core Course

2B02BBA/BBA(TTM)/BBA(RTM) : BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is external environment ?
2. What are controllable factors ?
3. Define middle income economies.
4. Expand MNC.

SECTION – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What do you mean by environmental forecasting ?
6. What is foreign exchange policy ?
7. What do you mean by the regulatory role of government ?
8. What is Union list ?
9. Define culture shock.
10. What is social audit ?

SECTION – C

Answer **any six** questions (**Not** exceeding **one** page). **Each** question carries **3** marks.

11. Differentiate micro environment and macro environment.
12. What are the techniques for environmental analysis ?

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13. Discuss the merits of Economic Policy 1991.
14. What are the objectives of directive principles of state policy ?
15. What is the economic role of the government ?
16. What are the main objectives of public sector ?
17. Discuss the features of globalization.
18. What are the problems caused by MNCs ?

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Define economic environment. Explain the important factors of the economic environment briefly.
20. Explain in detail the global entry strategies.
21. Discuss the benefits and limitations of environmental analysis.



Reg. No. :

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**II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (C.B.C.S.S.-Reg./
Supple./Imp.) Examination, May 2017
(Core Course)
2B02 BBA/BBA (TTM)/BBA (RTM) : BUSINESS ENVIRONMENT
(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the **4** questions. **Each** question carries $\frac{1}{2}$ mark.

1. Define business environment.
2. What is political environment ?
3. What is liberalisation ?
4. What is an MNC ?

($\frac{1}{2} \times 4 = 2$)

SECTION – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is franchising ?
6. What is disinvestment ?
7. What are political institutions ?
8. What is preamble ?
9. What is SWOT Analysis ?
10. What is environmental analysis ?

($1 \times 4 = 4$)

P.T.O.

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SECTION – C

Answer any 6 questions. Each question carries 3 marks.

11. Explain important economic system.
12. Explain the merits of Industrial Policy 1991.
13. What are the arguments against public sector enterprises ?
14. What are the objectives of privatisation ?
15. What are the responsibilities of business towards Government ?
16. What are the elements of socio-cultural environment ?
17. What are the benefits of MNCs ?
18. What are the advantages of social audit ? (6×3=18)

SECTION – D

Answer any 2 questions. Each question carries 8 marks.

19. Explain the criticisms of disinvestment policy.
 20. Explain the important external environmental factors.
 21. Discuss the social responsibility in terms of consumers, suppliers and government (2×8=16)
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Reg. No. :

Name :

II Semester B.B.A./B.B.A. T.T.M./B.B.A. R.T.M. Degree
(CCSS – 2014 Admn. – Regular) Examination, May 2015

Core Course

2B02 BBA/BBA (TTM)/BBA (RTM) : BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. Each question carries $1/2$ mark. $(4 \times 1/2 = 2)$

1. What is Economic Environment ?
2. What is Environmental Scanning ?
3. What is Ecology ?
4. What is Social Responsibility ?

SECTION – B

Answer any four questions. Each carries 1 mark.

 $(4 \times 1 = 4)$

5. What is Globalization ?
6. What is SWOT Analysis ?
7. What is Fiscal Policy ?
8. What is a public enterprise ?
9. What is consumerism ?
10. What is Corporate Governance ?

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SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

(6×3=18)

11. Explain the features of Business Environment.
12. Explain the process of Environmental analysis.
13. Explain the factors responsible for the growth of MNC.
14. Explain the objectives of privatisation.
15. What are the objectives of disinvestment ?
16. What are the benefits of social audit ?
17. What are the merits of Industrial Policy 1991 ?
18. Explain the objectives of monetary policy.

SECTION – D

Answer **any 2** questions. **Each** question carries **8** marks.

(2×8=16)

19. Explain the important internal environment factors which affect the business policy of an organisation.
 20. What fundamental rights have been provided in Indian Constitution ?
 21. Explain the important demerits of disinvestment.
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**II Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, April 2023
(2019 Admission Onwards)
Core Course
2B03 BBA/BBA (RTM) – ENTREPRENEURSHIP DEVELOPMENT**

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

- 1) What is Innovative Entrepreneurship ?
- 2) What do you mean by Induced Entrepreneurship ?
- 3) What is meant by Feasibility Study ?
- 4) What is MSME ?
- 5) What do you mean by ESS ?
- 6) What is Paper Entrepreneurship ?

(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) What is Techno economic survey ?
- 8) What do you mean by Idea Screening ?
- 9) What is meant by Industrial Estate ?
- 10) What is Green Channel Scheme ?
- 11) What do you mean by Entrepreneur vs Manager ?
- 12) What is meant by Soft Loan ?
- 13) What do you mean by Family Entrepreneurship ?
- 14) What is Nascent Entrepreneurs ?

(6×2=12)

P.T.O.



PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

- 15) Differentiate Intrapreneur and Entrepreneur.
- 16) Discuss the Sources of Project Ideas.
- 17) Explain the relationship between Entrepreneurship and Environment.
- 18) How to register a business ?
- 19) What are the objectives of EDP ?
- 20) What are the Barriers to Entrepreneurship ?

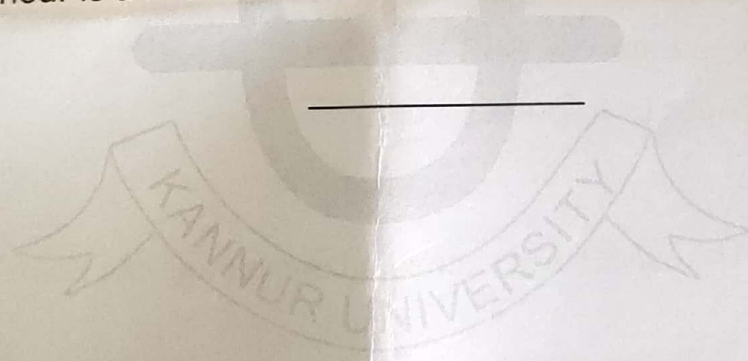
(4×3=12)

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

- 21) Elaborate the role of Entrepreneurship in Economic Development.
- 22) Discuss the contents of EDPs.
- 23) Explain environmental threat and opportunity analysis.
- 24) Entrepreneur is a Risk Taker. Explain.

(2×5=10)





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Supplementary/Improvement) Examination, April 2022
(2019 Admission Onwards)**

Core Course

2B03BBA/BBA(RTM) : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. Define decision making.
2. What do you mean by opportunity analysis ?
3. Who is an innovative entrepreneur ?
4. What is meant by EDP ?
5. State any two roles of entrepreneurs as innovator.
6. What do you mean by economic growth ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. State the different barriers of entrepreneurship.
8. Explain steps in decision making.
9. State any two theories of entrepreneurship.
10. What are the main sources of raising funds ?
11. State the meaning of venture capital.

P.T.O.

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12. 'Entrepreneurship Development Programme is highly significant'. Discuss.
13. What are the different ways of innovation ?
14. State the role of entrepreneurs in balanced regional development. (6x2:

PART - C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Discuss the classification of entrepreneurs.
16. Explain the various techniques of financial analysis.
17. State the meaning of psycho theory of entrepreneurship.
18. Discuss 'Entrepreneurial Behaviour'.
19. 'Entrepreneurship and employment generation is closely related'. Explain.
20. Explain the relationship between social stability and entrepreneurship. (4x3:

PART - D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Define women entrepreneur. Explain the problems of women entrepreneurs.
22. Define entrepreneurship. Explain the characteristics of entrepreneurs.
23. Discuss in detail the social responsibilities of entrepreneurs.
24. Explain the role of entrepreneurs in complementing and supporting Economic growth. (2x5



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Examination, April 2021
(2019 Admission Onwards)

Core Course

2B03BBA/BBA (RTM) : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries 1 mark.

1. Define decision making.
2. State any two barriers to entrepreneurship.
3. What is product mix ?
4. What is plant lay out ?
5. What is psycho theory of entrepreneurship ?
6. Define social responsibility.

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries 2 marks.

7. Distinguish between manager and entrepreneur.
8. State any two sources of technology.
9. What are the techniques of financial analysis ?
10. What is opportunity analysis ?

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11. Discuss the concept of entrepreneurial behaviour.
12. State the steps of EDP.
13. Discuss the relationship between entrepreneurship and employment generation.
14. State any two roles of entrepreneurs in economic development. (6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. State the difference between entrepreneur and intrapreneur.
16. Explain the various kinds of risks associated with entrepreneurship.
17. Discuss the objectives of EDP.
18. State the issues associated with EDP.
19. Discuss the role of entrepreneurs in balanced regional development.
20. 'Social stability is an outcome of entrepreneurship.' Comment. (4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Explain the different classification of entrepreneurs.
22. Discuss the reasons for slow growth of women entrepreneurship in Kerala.
23. Define innovation. State the role of innovation in Entrepreneurship.
24. Explain the role of entrepreneurs in complementing and supporting economic growth. (2×5=10)

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Reg. No. :

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**II Semester B.B.A./B.B.A. (RTM) Degree CBCSS (OBE)-Regular
Examination, April 2020
(2019 Admission)**

Core Course

2B03 BBA/BBA (RTM) : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. Define leadership.
2. Who is an intrapreneur ?
3. What is TRYSEM ?
4. State any two tools of financial analysis.
5. What is innovation ?
6. What is EDP ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. State any two types of risks.
8. State any four sources of raising funds.
9. What is technical analysis ?
10. Explain venture capital.
11. State the problems in conducting EDP.
12. Discuss entrepreneurial behaviour and psycho theory.

P.T.O.

K20U 0439

13. 'The role entrepreneur as innovator is inevitable'. Discuss.

14. 'Entrepreneurship provides employment opportunities to the masses'.
Comment. (6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Distinguish between innovation and invention.

16. Explain the characteristics of entrepreneur.

17. Explain entrepreneurial behaviour.

18. Explain the concept 'social responsibility'.

19. 'Entrepreneurship can bring social stability'. Comment.

20. Explain the role of entrepreneurs in providing balanced regional
development. (4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Define entrepreneurship. Explain its theories.

22. Who is a woman entrepreneur ? Discuss the problems of women
entrepreneurs.

23. Explain the objectives and steps in implementing EDP.

24. Discuss the role of entrepreneurship in economic growth. (2×5=10)